

Abstract

The thesis “The Launch and Growth of the Reader’s Digest Phenomenon on the Czech Media Market” recounts the history of the Reader’s Digest Association (RDA) and its Czech affiliated company, Reader’s Digest Výběr s.r.o. The first part of the thesis presents a chronological overview of the RDA’s development from its founding to the present day. The second part describes and characterizes the RDA’s first and best known product, Reader’s Digest magazine. The magazine also engages in thematic analysis, which determines the specific themes of its content. The thesis describes the RDA’s activities in the international sphere, focusing primarily on its Czech affiliate, namely on both its production and the marketing methods used by this Czech company.